WUSA

Order%

Start Date

ORDER



Contract / Revision

Flight Dates 01/12/12-01/23/12

Order Sep 00:15:00

Product Estimate #

646439 / API TARGET 2012 <u>Alt Order #</u> 05960390

<u>Original Date / Revision</u> <u>Agency Com</u> 15% <u>Billing Type</u> Cash

01/11/12 01/11/12 Billing Contact Order Type GENERAL

Advertiser American Petroleum Institut

3299 K Street NW Suite 200 Billing Calendar BROADCAST

Washington, DC 20007

Demographic A35+

Agency Strategic Media Services Rev Codes AGY GEN POL

Buying Contact
Sales Office T-WAS Product Codes IS-Issue/Non

Sales Region NAT Priority P-5

3299 K Street NW Suite 200

Washington, DC 20007

Agency Ref

Advertiser Ref

Primary Account Executive

Justin Votta

Account Executive

Justin Votta 100%

End Date

Order Share 15% Market Value 518666

Competing Station	n % of Order	Amount
CABLE	%	0
UNKWN	%	0
WBDC	%	0
WDCA	%	0
WJLA	27%	140040
WMDO	%	0
WPXW	%	0
WRC	40%	207466
WTTG	18%	93360
WWPX	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount (3ross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Pross Amount
January 2012	38	\$66,130.00	\$77,800.00	0.00 12/26/11	01/23/12	38	\$66,130.00	\$77,800.00
Totals	38	\$66,130.00	\$77,800.00	0.00				

Ln Ch	Start End	Inventory Code Bro	eak Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	ls Amount
E 1 WUSA 0	1/12/12 01/13/1	2 6-7a 9 News @ 6a CN 9News @ 6a	1 6-7a	TF	:30	2	\$375.00 P-3	0.00 NM	2	\$750.00
Start I	Date End Dat	Weekdays Spots/W	eek Rate	Rating						
Week: 01/09	/12 01/15/12	TF	2 \$375.00	0.00						
E 2 WUSA 0	1/16/12 01/20/1	2 6-7a 9 News @ 6a CN 9News @ 6a	1 6-7a	MTWTF	:30	5	\$375.00 P-5	0.00 NM	5	\$1,875.00
1X/DAY										
Start I	Date End Date	<u> Weekdays</u> Spots/W	eek Rate	Rating						
Week: 01/16	/12 01/22/12	MTWTF	5 \$375.00	0.00						
E 3 WUSA 0	1/15/12 01/22/1	2 Platts Energy Wk Open 6M	1 Sun 8-830a	S	:30	1	\$1,500.00 P-2	0.00 NM	2	\$3,000.00
		Platts Energy Wk Open B								
Start I	Date End Date	<u>Weekdays</u> <u>Spots/W</u>	eek Rate	Rating				l		





Contract / Revision

646439

Flight Dates 01/12/12-01/23/12

Hiatus Dates

Original Date / Revision 01/11/12/ 01/11/12

Order Sep 00:15:00

Advertiser American Petroleum Institu Product API TARGET 2012

Estimate #

			. .							D. T	Tota	
	Ch	Start	End	Inventory Code		Start/End		Len S				Amount
E 3	WUS	A 01/15/1	2 01/22/12	Platts Energy Wk Platts Energy Wk		Sun 8-830a	·S	:30	1 \$1,500.00 P-2	0.00 NM	2	\$3,000.00
	_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
		1/09/12 1/16/12	01/15/12 01/22/12	S S		\$1,500.00 \$1,500.00	0.00 0.00					
_			2 01/22/12	CBS Sunday Mor		9-1030a	S	:30	1 \$1,600.00 P-3	0.00 NM	2	\$3,200.00
			- · · · · · · · · · · · · · · · · · · ·	CBS Sunday Mo	-		_		. • .,		_	70,200.00
		tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		1/09/12 1/16/12	01/15/12 01/22/12	S 5	1	\$1,600.00 \$1,600.00	0.00 0.00					
			2 01/22/12		CM	1030-11a	S	:30	1\$14,000.00 P-4	0.00 NM	2	\$28,000.00
				Face the Nation								
IA.	_	tart Date 1/09/12	End Date 01/15/12	<u>Weekdays</u> S	Spots/Week	Rate	Rating 0.00					
		1/16/12	01/13/12	S		\$14,000.00 \$14,000.00	0.00					
E 6	WUS	A 01/17/1	2 01/19/12	9 News @ 5p	СМ	5-6p	-T-T	:30	2 \$400.00 P-3	0.00 NM	2	\$800.00
	1X/D/	. •		9 News @ 5p		(5:00 PM-5:	30 PM)					
		tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	/eek: 0	1/16/12	01/22/12	-T-T	2	\$400.00	0.00					
E 7	WUS	A 01/12/1	2 01/13/12	9 News @ 6p	CM	6-630p	TF	:30	2 \$600.00 P-5	0.00 NM	2	\$1,200.00
	1X/D/	۱Y		9 News @ 6p								
	<u>s</u>	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
-		1/09/12	01/15/12	TF	2	\$600.00	0.00					
E 8	WUS	A 01/16/1	2 01/20/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF	:30	5 \$600.00 P-3	0.00 NM	5	\$3,000.00
	1X/D/	NΥ		3 116413 (B) Ob								
	_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
		1/16/12	01/22/12	MTWTF	5	\$600.00	0.00					
E 9	WU3	A 01/13/1	2 01/13/12	CBS Evening Net CBS Evening Net		630-7p	F	:30	1 \$1,800.00 P-3	0.00 NM	1	\$1,800.00
	S	tart Date	End Date	Weekdays	Spcts/Week	Rate	Rating					
		1/09/12	01/15/12	F		\$1,800.00	0.00					
E 10	WUS	A 01/16/1	2 01/19/12	CBS Evening Net		630-7p	MT-T	:30	3 \$1,800.00 P-5	0.00 NM	3	\$5,400.00
	1X/DA	۱Y		CDS Evening Ne	WS	(6:28 PM-6:	30 PIVI)					
	-	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
		1/16/12	01/22/12	MT-T		\$1,800.00	0.00					
211	WUS	A 01/12/1	2 01/15/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11 (11:00 PM-1	35pTS 1:30 PM	:30	2 \$1,600.00 P-3	0.00 NM	2	\$3,200.00
	1X/DA					(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,						
10		tart Date 1/09/12	End Date 01/15/12	<u>Weekdays</u> TS	Spots/Week	Rate	Rating					
	_		2 01/22/12	-	CM	\$1,600.00 M-Su 11-11	0.00 35p -TWTF-S	:30	5 \$1,600.00 P-3	0.00 NM	5	00 000 92
				9 News @ 11p	~	(11:00 PM-1		.00	υ ψησου.ου P-3	0.00 14191		\$8,000.00
	1X/DA	Y tart Date	End Date	Mackdon	Conta Allesti	Date:	Dating					
w	_	1/16/12	<u>End Date</u> 01/22/12	<u>Weekdays</u> -TwTF-S	Spots/Week 5	<u>Rate</u> \$1,600.00	Rating 0.00					
_	_			Sun Prime A	СМ	7-8P	s	:30	1 \$7,500.00 P-3	0.00 NM	2	\$15,000.00
	_	10-4 D-1	F-48 :	60 Minutes		(7:00 PM-8:						
w		tart Date 1/09/12	End Date 01/15/12	<u>Weekdays</u> S	Spots/Week	Rate \$7,500.00	Rating 0.00					
			J	-	•	71,000.00	V.VV				•	



Contract / Revision

646439

Flight Dates 01/12/12-01/23/12

Hiatus Dates

Original Date / Revision 01/11/12/ 01/11/12

Order Sep 00:15:00

Advertiser American Petroleum Institu Product API TARGET 2012

Estimate #

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Tota Spots	ils Amount
E 13 WUSA 01/15/12 01/22/12		7-8PS (7:00 PM-8:00 PM)	:30 1	\$7,500.00 P-3	0.00 NM		\$15,000.00
<u>Start Date</u> <u>End Date</u> Week: 01/16/12 01/22/12	Weekdays Spots/Week	Rate Rating \$7,500.00 0.00					
E 14 WUSA 01/23/12 01/23/12	6-7a 9 News @ 6a CM 9News @ 6a	6-7a M	:30 1	\$375.00 P-3	0.00 NM	1	\$375.00
<u>Start Date</u> <u>End Date</u> Week: 01/23/12 01/29/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$375.00 0.00					
E 15 WUSA 01/23/12 01/23/12	9 News @ 6p CM 9 News @ 6p	6-630p M	:30 1	\$600.00 P-3	0.00 NM	1	\$600.00
Start Date End Date Week: 01/23/12 01/29/12	Weekdays Spots/Week	<u>Rate Rating</u> \$600.00 0.00				i	
E 16 WUSA 01/23/12 01/23/12	9 News @ 11p CM 9 News @ 11p	M-Su 11-1135p M (11:00 PM-11:30 PM)	:30 1	\$1,600.00 P-3	0.00 NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> Week: 01/23/12 01/29/12	Weekdays Spots/Week	Rate Rating \$1,600.00 0.00					
					Totale	3 R &	77 800 00

Totals 38 \$77,800.00 7800 REP: TEL# 703 528 CREDIT ADVISORY:

*** ORIGINAL REV#0 ***

REP HEADLINE# 5960390

AGENCY CREDIT RISK !!!
HARRIS RPT. F
// 4/39 ORDER WORKSHEET

JAN11/12 12.23

7880

FAX# 703 528

FROM REP

*** WUSA-TV *** STRATEGIC MEDIA SERVICES 16/BYR - STEPHEN SZOSTAK Ŭ D/P REC# - WASHINGTON PETROLEUM HSN API TARGET 2012 JUSTIN VOTTA CODE TAX 17/RTG SVC CO-OP KEY ISS/AMER 10/BILL S8/CITY 9/AREA DATE MO-SU 64/ACON EST# 4/SISP# 57/CO-OP TYPE 14/ORDER TYPE 2/ADVERTISER# 11/RATE CARD TAX **X** 1/AGENCY# 59/STATE 21/BILL 63/PCON 3/PROD# 20/EOS S/REP# BIAS#

> FR: JENNY FOR JUSTIN **NEW ORDER** TO: MEG REP:

WK-2

END DATE-JAN23/12

START DATE-JAN12/12

ADDRESS AGENCY

3299 K. STREET NW, SUITE 200 WASHINGTON, DC 20007

PARTIAL LINE/S

LINE/S

ORDER

DELETE

ADD NEN

TTL \$77800...38X PLS CFM, THX 1/11

***** THIS IS A CASH IN ADVANCE SCHEDULE

CON CM

AMERICAN PETROLEUM INSTITUTE TARGET 2012 1/12/12-1/23/12

SPT SPOT STATION CD SPOT /WK 18/ CD SC# 23/ /LIN	2 \$375.00		5 \$375.00		1 \$1,500.00	1 \$1,500.00	
PLAN PRICE PLAN 16/	క	9	æ¢,		Ĝ	<u> </u>	
CLS SEC 13/ 14/ P							
END	12 01/13		16 01/20		51/10 9	22 01/22	
BEGIN TH DATE	30 01/12		30 01/16		30 01/15	30 01/23	
PTRN LNTH	•						
BEGIN END TIME TIME	600A-700A	@6AM	600A-700A	@6AM	800A-830A	800A-830A	GR WK
BEGIN	600A	9NEWS NOW @6AM 1X/DAY	600A	9NEWS NOW @6AM 1X/DAY	800A	800A	PLATTS ENGR WK
CD DAYS	TH-F	PROGRAM : CON COM1:	Ľ4 Σ	PROGRAM : CON COM1:	SUN	SUN	PROGRAM :
BS REP LN# LN#	н	д О	N	# U	m	m	•

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

2

JAN11/12 12:23

CD DAYS SUN SUN SUN SUN SUN TU, TH PROGRAM: CON COM1: TH-F	### PEGIN END TIME TIME PTRN 900A-1030A 900A-1030A 1030A-1100A 1030A-1100A 1030A-1100A 1030A-1100A 500P-530P 9NEWS AT SPM 1X/DAY 600P-630P	30 30 30 30 30 30 30 30 30 30 30 30 30 3	BEGIN DATE 01/15 01/22 01/17 01/12	END CLS SEC DATE 13/ 14/ 01/15 01/22 01/22 01/19	PLAN PRICE PLAN 16/	SPT (WK)	#ATE SPOT 18/ 11,600.00 \$1,600.00 14000.00 14000.00	STATION CD SFOT CD SC# 23/ /LIN 1 1 1 2 2
- п	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	O M	01/16	01/20	63	ហ	\$600.00	
CON COMI: FRI FROGRAM :	30P-700P ENING NEWS	30 ADJ	01/13	01/13	63	п	\$1,800.00	
M-TU, TH PROGRAM : CON COM1:	630P-700P CBS EVENING NEWS 1X/DAY	30	01/16	61/10	6	m	\$1,800.00	
TH, SU PROGRAM : CON COM1:	1100P-1130P 9EWN NEWS-TONITE 1X/DAY	O #	01/12 01/18	01/15	63	N	\$1,600.00	

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\$1,600.00

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30 01/17 01/22

9EWN NEWS-TONITE 1X/DAY

PROGRAM :

1100P-1130P

TU-F, SU

12

FAX# 703 528	RISK !!!	RPT. FROM REP
	CREDIT	HARRIS
7800	AGENCY	
REP: TEL# 703 528	CREDIT ADVISORY:	ORDER WORKSHEET

9

JAN11/12 12.23

528 7880

SPOT /LIN	н	н		н		н		т		
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STATION CD SC#										។ ល
RATE SPOT 18/	\$7,500.00	\$7,500.00		\$375.00		\$600.00		\$1,600.00		CONTRACT TOTAL TOTAL SPOTS
SPT/WK	н	ч		н		н		н		ŭ
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SEC 14/										
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END	115 01/15	/22 01/22		/23 01/23		/23 01/23		01/23		
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	30 01,	30		90		30		30		
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ឲ្យ	0 P	Q (0)	BS	40	ξ	0 P		1100P-1130P	Ħ	
,	7008-800F	700P-800P	TES-C	600A-700A	W@6A	600P-630P	PM	10P-1	NIGH	
BEGIN	700	700	60 MINUTES-CBS	909	9NEWS NOW@GAM	909	9NEWS @6PM	110	9NEWS-TONIGHT	0
AYS	SUN	SUN	 E	MOM	 W	MOM	 Æ	MOM	 ¥	77800.00
CD DAYS	S	ัง	PROGRAM	ž	PROGRAM	ž	PROGRAM	ž	PROGRAM	77
LEN#	13	13	D ₄	14	ц	15	Д	16	Д	715
#										JAN/12

CABL 0% WDCW 08 WUSA 15% WITG 18% WJLA 27% WRC 40% WDCA 0% MARKET TOTALS \$518,666

SVC- NSI DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			D	ate:
			· ·		
ı, Vûl	Willia				
do hereby reque	st station time conce	ming the folk	owing issue:		
					
			T		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
					
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Total Char	jes:				
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This broadcast t	ime will be used by:	HMai	Can Ye	halow In	stille
Does the p message re	rogramming (i elating to any	n whole o political n	r in part) o	communicat ational Impo	e "a ortance?"
	□ Yes			□ No	

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- 1

importance," list the name	ommunicates a message relate e of the legally qualified can dithe date(s) of the election(s	didate(s) the programmi	er of national ng refers to, the
For programming that "co importance," attach Agree	mmunicates a message relati d Upon Schedule (Page 3)	ng to any political matte	er of national
I represent that the payme	ent for the above described be	roadcast time has been f	urnished by:
America	can Petrolun	Institute	
and you are authorized to a furnishing the payment, if	announce the time as paid for other than an individual pers	r by such person or entition, is:	y. The entity
a corporation;	committee; 🔲 an associat	tion; Der other unin	corporated group.
The names, offices, and acagents of the entity are nar	Idresses of the chief executivned below (may be attached	e officers, directors, and separately):	l/or authorized
THIS STATION DOES NO OF RACE OR ETHNICITY	OT DISCRIMINATE OR PI	ERMIT DISCRIMINAT	TION ON THE BASIS
asonable attorney's fees, the dvertisement(s). For the ab	d harmless the station for any at may ensue from the broad ove-stated broadcast(s), I a ill be delivered to the statiouled broadcasts.	cast of the above-reques ilso agree to prepare a	ted
TO BE	SIGNED BY ISSUE	ADVERTISER	
4/22/11	al wis	202-	337-5700
Date	Signature	Contact Phot	
TO BE SI	IGNED BY STATIO	N REPRESENTA	ATIVE
Accepted	Accepted i	n Part	Rejected
Signature	Printed Na	ume	Title
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